WINE
INSTITUTE

February 28, 2012

WINE INSTITUTE STATEMENT IN SUPPORT OF HB 5021"AN ACT CONCERNING COMPETETIVE ALCOHOLIC LIQUOR PRICING AND HOURS OF OPERATION FOR PERMITTEES."

Wine Institute would like to lend its strong support to the passage of HB 5021, An Act Concerning Competitive Alcoholic Liquor Pricing and Hours of Operation for Permittees. Passage of H 5021 will provide substantial benefits to Connecticut consumers including convenience, increased hours and more competitive prices. It will also significantly increase the ability of Connecticut retailers to compete with its counterparts across the border in Massachusetts, New York and Rhode Island.

Connecticut consumers will be the ultimate beneficiaries of this modernization of Connecticut's alcoholic beverage laws! If off-premise Sunday sales of alcoholic beverages is enacted, consumers will have increased shopping flexibility and will be able to buy wine on Sundays while they are out and about shopping for other consumer products in Connecticut. They will no longer have to drive across the state border to buy a bottle of wine for dinner or a six pack for the game. More Connecticut consumers shopping in Connecticut will no doubt mean more tax revenue for Connecticut!

Forty eight states currently allow some form of off-premise Sunday sales of alcoholic beverages, including the neighboring states of Massachusetts, Rhode Island and New York. In addition, Maine, New Hampshire and Vermont all allow Sunday sales and have done so for many years. Connecticut is one of only two states to have a total prohibition of off-premise alcoholic beverage sales on Sunday. The time seems right for change.

Wine Institute respectfully urges the Joint Committee on General Law to recommend passage of HB 5021.

Thank you for your thoughtful consideration.

Respectfully,

Carol A Martel
Northeastern Counsel
Wine Institute

Wine Institute is an association of over 1,100 California wineries and affiliated suppliers dedicated to advocating the responsible consumption and enjoyment of wine